

PRICED RIGHT - NEW FALL FASHIONS IN LADIES' WEAR



SANFORIZED*, Combed Woven Cotton

DAN RIVER ginghams plaid \$3.98

Right out of Newberry's new stock! Crisp, pretty dresses for the house and shopping. Dainty detailing. Flattering fit. Quality made for long, good-looking wear. Absolutely washable with less than 1% shrinkage. Choose 2, 3. Every one looks more than its price. Many styles and color combinations. Sizes 12 to 18; 9 to 15.

100% Virgin Wool Solid Color Award sweaters \$5.98

Traditional long sleeve coat style. Well-made. Comfortable. V-neck. Handy pockets. Fall colors. 36-42.

100% Pure Zephyr Wool Values coat sweaters \$3.98

Fine classic knit. Handsome. Short sleeve style with smart crew neck, ribbed cuffs and waist. Beautiful assortment of fall colors. In sizes 34 to 40.

TOP VALUE SELECTION tailored shirts \$1.98

Classic tailored styles, lacy trimmings, novelty styles. Take White and all the wanted Fall colors. Sizes 32 to 38.

100% Pure Virgin Zephyr Wool coat sweaters \$2.98

Perfect for year-round wear. Long sleeve, classic knit cardigans. Come with crew necklines. In a large selection of flattering solid colors. Sizes from 34 to 40.

Quality Made Wool & Rayon plaid skirts \$2.98

Flattering all-around pleats in a big choice of authentic clan plaids. Right for home, school, office. Choose several at Newberry's special saving price. Sizes 24 to 30.

J.U. NEWBERRY CO. • 480 STORES COAST TO COAST

YARD GOODS VALUES PRICED FOR EXTRA SAVINGS



PRINTED percales & broadcloths . . .

~~59¢~~ yd. now **21¢** yd.

The smartest of new designs and colors, finished in one of America's leading print works. They're first quality. Fast colors. Buy them all in this terrific array. Wash and wear. Perfect for skirts, dresses, blouses, many yards of this Newberry dress, blouses, shirts, housecoats, aprons, quilt covers, etc. At a saving price. Hurry!

36" pinwale corduroy . . .
~~1.19~~ yd. now **98¢** yd.

All new for Fall. Perfect for skirts, dresses, blouses, shirts, housecoats, aprons, quilt covers, etc. At a saving price. Hurry!

FIRST QUALITY SANFORIZED ginghams
~~59¢~~ yd. now **41¢** yd.

You'll find them all in this terrific array. Wash and wear. Perfect for skirts, dresses, blouses, shirts, housecoats, aprons, quilt covers, etc. At a saving price. Hurry!

Newelle SUPER percales
49¢ yd.

Once you sew, wear and wash "Newelle Super Percale" you will never be satisfied with ordinary percales. See our new Fall selection of smart prints and rich solid colors.

45" USEFUL REMAINTS gabardine
70¢ yd.

Pick these up at a bargain price. Come early while our selection is big. Huge selection of new fall colors.

1st QUALITY FAST COLOR 36" broadcloth
~~49¢~~ yd. now **39¢** yd.

You can't go wrong at this economy price. Makes up into hand-made family fashions. New fall solid colors.

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